

CLAIMS:

1. A method for displaying information on an electronic reading device having a display region with pixels arranged in a plurality of rows and columns,  
5 comprising:

displaying a first page (530, 830) on the display region (520) starting at a first location of the display region; and

in response to a next page command (320), displaying a second page (630, 930) on the display region (520) in place of the first page (530, 830) starting at a second  
10 location of the display region that is different than the first location.

2. The method of claim 1, further comprising:

in response to subsequent next page commands, displaying subsequent pages (730, 1030) on the display region, in turn, starting at varying locations of the display region.

15 3. The method of claim 2, wherein:

the varying locations at which the display of the subsequent pages starts are determined according to respective varying offsets from a reference location of the display region.

4. The method of claim 3, wherein:

20 the respective varying offsets range between a minimum value and a maximum value.

5. The method of claim 4, wherein:

the respective varying offsets increase with the display of each of the successive pages until the maximum value is reached, at which time the offset is reset to the  
25 minimum value.

6. The method of claim 4, wherein:

the respective varying offsets decrease with the display of each of the successive pages until the minimum value is reached, at which time the offset is reset to the maximum value.

30 7. The method of claim 4, wherein:

the respective varying offsets increase with the display of each of the successive pages until the maximum value is reached, at which time the offset decreases with the display of further successive pages until the minimum value is reached.

8. The method of claim 4, wherein:

5 the respective varying offsets decrease with the display of each of the successive pages until the minimum value is reached, at which time the offset increases with the display of further successive pages until the maximum value is reached.

9. The method of claim 4, wherein:

10 the respective varying offsets vary randomly between the minimum value and the maximum value.

10. The method of claim 1, further comprising:

controlling row electrodes and column electrodes associated with the rows and columns, respectively, to provide the displaying of the first and second pages on the display region.

15 11. The method of claim 1, wherein:

the first and second locations comprise first and second rows, respectively.

12. The method of claim 1, wherein:

the first and second locations comprise first and second columns, respectively.

13. An electronic reading device, comprising:

20 a display region (310, 520) with pixels (2) arranged in a plurality of rows and columns; and

a control (100) for controlling the display region to display a first page (530, 830) on the display region starting at a first location of the display region;

25 wherein, in response to a next page command (320), the control (100) controls the display region to display a second page (630, 930) on the display region (520) in place of the first page (530) starting at a second location of the display region that is different than the first location.

14. The electronic reading device of claim 13, wherein:

the display region comprises an electrophoretic display.

30 15. The electronic reading device of claim 13, wherein:

the control (100) controls the display region to display the first and second pages by controlling row electrodes (510) and column electrodes (500) associated with the rows and columns, respectively.

16. The electronic reading device of claim 13, wherein:  
5 the first and second locations comprise first and second rows, respectively.

17. The electronic reading device of claim 13, wherein:  
the first and second locations comprise first and second columns, respectively.

18. A computer program product for displaying information on an electronic  
10 reading device having a display region with pixels arranged in a plurality of rows and columns, comprising:

computer code devices configured to cause a computer to display a first page (1130) on the display region (520) starting at a first location of the display region, and, in response to a next page command (320), display a second page (1230) on the display  
15 region in place of the first page starting at a second location of the display region that is different than the first location.